



62º ICSB WORLD CONFERENCE ARGENTINA



28th June to July 1st, 2017
UCA - Argentinian Catholic University- Puerto Madero

www.icsb2017.org

www.redpymes.org.ar

secretaria@redpymes.org.ar

The **62nd ICSB World Conference**, will be held in **Buenos Aires**, and it will be a major learning opportunity; a fulcrum where experience and research about entrepreneurship and innovation in the context of SMEs, will be discussed, exchanged, and shared by academics and practitioners from around the world.

Theme: Towards a new world mobilized by entrepreneurship & innovative SMEs

MAIN TOPICS

Methodological challenges and new research methods applied to SME and Entrepreneurship research

Women entrepreneurship

Academic entrepreneurship, technology transfer and knowledge-based entrepreneurship & SMEs

SMEs and family firms' management (marketing, innovation, finance & strategy)

Urban and regional perspectives on SMEs & Entrepreneurship

Entrepreneurship education, learning, and knowledge dissemination

Social innovation, sustainable & social entrepreneurship

Entrepreneurial finance for new and growing SMEs

SME growth, performance and internationalization

Entrepreneurship & SME Policy, Ecosystems and National Innovation systems

Entrepreneurship and SMEs in developing regions (with focus on Latin America)

Intrapreneurship: Developing innovation through managers

Creative Industries & SMEs

HOW TO PARTICIPATE IN THE 62nd ICSB 2017

SPONSORSHIP CATEGORIES

Platinum Sponsor (PS)

- Name and logo on the conference bags and the badge/lanyard.
- Prime, premier exhibit booth* package including presentation slot.
- Recognition on all print and online material, including prime logo placement on all on-site signage/promotion.
- Complimentary invitations to social events and the ICSB President's Reception at World Conference, ICSB Academy and Policy Forum

Additional PS entitlements include:

- Exhibit booth* at preferred location with generic table cloth and chairs
- Listing as an exhibitor in the conference program and website, as well as on all relevant conference signage
- Two ads and listing on the ICSB 2017 website and 1- page Ad in program
- One conference workshop session that will be listed in the conference program and assigned to a presentation room. Exhibitors will be able to provide topical focus and involve other members.
- A premier spot at the Opening and Closure ceremony
- Keynote speaker in a plenary session. Opportunity to deliver keynote speech to all delegates.
- Ten full registrations to the World Conference
- Ten scholarships for the registration to ICSB Academy
- Ten attendees at Gala Dinner

Contribution: USD 50,000

Gold Sponsor (GS)

- Recognition on all print and online material, including prime logo placement on all on-site signage/promotion.
- Complimentary invitations to social events and the ICSB President's Reception. Regular booth* at World Conference, ICSB Academy and Policy Forum

Additional GS entitlements include:

- Exhibit booth* with generic table cloth and chairs
- Listing as an exhibitor in the conference program and website, as well as on all relevant conference signage
- One ad and listing on the ICSB 2017 website and 1/2-page Ad in program.
- One conference workshop session that will be listed in the conference program and assigned to a presentation room.
- Five full registrations to the World Conference
- Five scholarships for the registration to ICSB Academy
- Five attendees at Gala Dinner

Contribution: USD 30,000

Silver Sponsor (SS)

- Recognition on all print and online material, including prime logo placement on all on-site signage/promotion.
- 1/4 page Ad in program.
- Regular booth* at World Conference, ICSB Academy and Policy Forum

Additional SS entitlements include:

- Regular booth* with generic table cloth and chairs
- Listing as an exhibitor in the conference program and website, as well as on all relevant conference signage
- One ad and listing on the ICSB 2017 website.
- Five full registration to the World Conference
- Five attendees at Gala Dinner

Contribution: USD 20,000

Congress Website: www.icsb2017.org

BUSSINESS OPPORTUNITIES



LOGO IN CONGRESS WEBSITE AND NEWSLETTERS (Pre and post Conference)

- Placed at bottom of website among other sponsors with link to the company website
- USD 2.000



LOGO PROYECTED ON SCREEN IN CONFERENCE ROOMS (with other sponsors)

- Logo will be displayed on conferece room screens among other sponsors - during coffee and lunch break
- USD 2.000



LOGO IN CONFERENCE BAGS

- Placed in congress bags (arranged in alphabetical order) - image is only for ilustrative purpose
- USD 2.500



WORKSHOP SESSION IN CONFERENCE (Max. 2 hours)

- Will be listed in the conference program and assigned to a room
- Companies must informed workshop topic in advance and it must be approved by Organizing Committee
- USD 8.500 - limited availability



1 FULL PAGE FULL COLOR AD

- Design must be produced by the company in editable file (illustrator and JPG over 300 dpi). Size will be informed upon reservation and must be sent before June 1st.
- USD 2.300



COMPANY BROCHURE INSERTS IN DELEGATE BAGS

- Size A5, amount to be confirmed closer to event date. Brochures must be produced by the sponsor and delivered to MCI Office
- USD 2.300



BANNER ROLL-UP TYPE ONSITE

- Roll-up banner (standard size) must be produced and delivered by sponsor to the Exhibition Hall and picked up when event finished
- USD 3.500



4 SQM BOOTH IN EXHIBITION HALL

- Includes 1 dressed table and 2 chairs in a 2 x 2 area and 1 power outlet
- Not includes WIFI, Internet, Insurance, Cleaning
- USD 14.000 - very limited availability



REGISTRATION PACKAGE - Includes only access to the World Congress

- 5 Full Congress Registration Package USD2.500
- 10 Full Congress Registration Package USD4.800



COMMERCIAL EXHIBITION

(*) Booth includes only:

- ✓ Space limited
- ✓ 1 power outlet
- ✓ 1 table and tablecloth
- ✓ 2 chairs

Additional not included in booth:

- ✓ Venue WIFI (if dedicated internet connection needed, please contact the organizers for quote)
- ✓ Common area cleaning (not for booths, if booth cleaning needed, please contact the organizers for quote)
- ✓ Common area security (not for booths, if booth security needed, please contact the organizers for quote)
- ✓ Exhibitors insurance: all exhibitors must present ART (personal injury policy) if this insurance is needed, please contact the organizers for quote

GENERAL INFORMATION

Imported goods – Temporary entrance of equipment

The Customs Law Number 22,415 and its Regulatory Decree Number 100/82, rule the temporary importation of products. The exhibitors must fulfil all the arrangements for the equipment entrance as temporary importation. The Organizing Committee does not have any liability on the temporary importation of the exhibitor's companies. The exhibitor must pay all the expenses related to these arrangements. The Organizing Committee recommends companies to contact a Custom Broker in Argentina 60 days before the Congress to avoid inconveniences and delays with the shipment authorization. Our Custom has rules very demanding regarding importation.

In the case of flyers or other printing material, or merchandising, they must fulfill a demanding customs' process and accomplish the requirements for each case, otherwise the shipment can be stopped and held at customs. In order to guarantee the arriving of your shipment we suggest the hiring a custom broker & freight forwarder.

Height

The maximum high of any construction including lighting devices is 2 (two) meters.

Electricity

The electricity is 220-380 volts – 50 cycles. The exhibitors must connect their equipment grounded. In order to request any special power supplying the exhibitor must contact MCI.

Responsibility for damages

Every exhibitor assumes all responsibility for loses or damages within the University spaces caused by the construction during the set up or dismantling, and also, during the congress activities being produced by their own workers, or third party hired companies. It is mandatory for all exhibitors to present Civil Responsibility Policy and ART or accident's insurance.

The insurance must include the non-repetition clause in favor of:

1. Fundación Universidad Católica Argentina, CUIT 30-53621658-4, Av. A. Moreau de Justo 1300 CABA.
2. Congresos Internacionales S.A (MCI Buenos Aires). CUIT 30-56824658-2, Av. Santa Fe 1970, 1° CABA.
3. Asociación Civil Red Pymes, CUIT 30-70867580-2

Measurement and weight of the elevator's load

Elevator: Ground floor Southern/Eastern

Max. Weight: 1200 Kg.

Door: 0.90 m x 2m height

Inside: 1.40 m of width x 2.10 m deep. x 2.20m height.

Floorplan presentation (if would like to build a custom stand)

The presentation will consist on floor plans and view bounded and it must be attached with images that make easy the plans understanding. The Exhibitor should send the floor plans by e-mail before 5th May 2017 to paola.frisenda@mci-group.com. Approval or comments submission would be notified within the 15 days after reception.

TERMS OF PARTICIPATION AND PAYMENTS CONDITIONS

The form included in this brochure must be completed, signed, scanned, and sent by email to Paola Frisenda, Sponsorship & Exhibition Coordinator at:

MCI Buenos Aires

Fax: +54-11-4813-0073

Tel: +54-11-5252-9801

Email: paola.frisenda@mci-group.com

CC : paula.buczak@mci-group.com

Payments must be done by bank transfer (please ask details to do it) or by check (exclusively for companies inside Argentina) to the order of Congresos Internacionales S.A.

The Organizing Committee has no liability for the loss of money and does not accept checks or cash sent by mail.

Payment conditions

50% of the total investment along with the reservation form / 50% before June 2nd, 2017

Payments should be done by bank transfer or credit card. Please contact us for details.

The non-fulfilment of the payments in the above-mentioned dates can be considered as a cancellation of any booking with the loss of any sum already paid and allows the Organizing Committee to offer the space/sponsorship opportunity to third parties.

All fees in this commercial brochure are final and include VAT.

For all local companies registered in Argentina as "Responsible Inscripto", invoice A is available upon request at the moment of reservation informing CUIT and local address.

Change of date - cancelation

In case of unforeseen circumstances, the Organizing Committee can change the Exhibition date or cancel it. In this case, exhibitors will be reimbursed 90% of the payments done until the cancellation. NO other claim will be admitted. If an exhibitor cancels, 80% of the paid amounts will be reimbursed and 20% will be withhold as administrative expenses.

Cancellations must be sent by written before May 24, 2017 to Paola Frisenda.

The participation alternatives are available on first-come first-served basis.

IMPORTANT: All the sponsors must have cancelled the 100% of the investment committed 30 days before the Congress.



CUSTOMS REGULATIONS

The rules and regulations for importing goods to Argentina are very strict. We strongly suggest you to contact the official custom broker and freight forwarder before shipping any goods.

Hobbit Worldwide Logistics S.A.

CUIT: 33-70735073-9

Argentina - Phone: 54-11-4382-8182

Angeles Tombeur: Project Manager - amtombeur@hobbit.com.ar

Please do not ship any items by international couriers. MCI or the Organizing Committee are not responsible for any items held back at local customs office

INSURANCE

All exhibitors must present insurance of the stand and staff and Non-Repetition Clause to access the exhibition hall.

More information on this point will be send out with the Exhibitor's Manual.

RESERVATION FORM

Please complete and send it to paola.frisenda@mci-group.com

ORGANIZATION:

CUIT (if aplicable):

ADDRESS:

CITY

ZIP CODE:

FAX:

COUNTRY:

e-mail:

CONTACT PERSON:

MOBILE:

DETAIL

BOOTH SELECTED:

FIRST CHOICE:

SECOND CHOICE:

SPONSORSHIP CATEGORY SELECTED:

SPONSORSHIP ITEM SELECTED

(please include number and description):

OTHER OPTIONS:

TOTAL INVESTMENT USD

Comments:

IMPORTANT: Companies registered in Argentina as “responsables inscriptos” can request invoicing with VAT 21% discriminated.

I have read the terms & conditions for participation, and agree with them.

SIGNATURE

NAME AND LAST NAME

DATE

